



## **Greenfield Online Agrees to Become Lead Sponsor of the RFL Communications Client Congress on Research Data Quality**

**Wilton, CT, March 18, 2008** - Greenfield Online, Inc., (Nasdaq: SRVY), a global interactive media and services company, today announced that as part of its commitment to quality as a leading provider of Internet data collection services worldwide, the company has agreed to become the Lead Sponsor for the RFL Communications Second Annual Client Congress on Research Data Quality.

"We are pleased to support and participate in this event, given the reputation that we have earned for delivering quality data and services to our clients," stated Keith Price, Executive Vice President, Global Internet Survey Solutions at Greenfield Online. "This year's event is expected to deliver a rich agenda that will offer participants a quality data playbook and, more importantly, concrete action items that could help yield improved data quality and market research results."

The second annual Client Congress on Research Data Quality will be held in Chicago, June 16-17, 2008. The goal of the Congress is to educate and raise client researcher awareness of data quality issues with online research. More than 61 individuals from 48 different companies participated in RFL Communications' highly energized 2007 Congress.

"We could not be more thrilled that Greenfield Online, is joining us to drive real industry action, " stated Robert Lederer, President of RFL Online . "Like other professional research suppliers, Greenfield Online will share its data quality insights at our vendor meeting in April. Greenfield Online's underwriting support for the June Client Congress speaks to the company's commitment to real data quality. This client-driven, supplier-supported initiative will elevate every research user's data quality, and Greenfield Online's support will enable that to happen sooner rather than later."

Greenfield Online maintains a robust Six Sigma quality program that since 2006 has resulted in increasingly improved average client satisfaction scores. This program helps Greenfield Online in delivering high quality data and services to our clients. For more information on Greenfield Online's data quality practices and initiatives, please click here [http://www.greenfield-ciaosurveys.com/quality\\_commitment.htm](http://www.greenfield-ciaosurveys.com/quality_commitment.htm)

The Road to the Client Congress, April 8-9, for data collection suppliers will be held in Chicago, IL. For more information, click here. <http://www.rflonline.com/roadtoclientcongress2008/registration.asp>.

The Client Congress on Research Data Quality, June 16-17, for client-side market research professionals only, will be held in Chicago, IL. For more information, click here. [http://www.rflonline.com/clientcongress2008/more\\_info.asp](http://www.rflonline.com/clientcongress2008/more_info.asp)

### **About Greenfield Online, Inc.**

**Greenfield Online, Inc.** is a global interactive media and services company that collects consumer attitudes about products and services, enabling consumers to reach informed purchasing decisions about the products and services they want to buy; and helping companies better understand their customer in order to formulate effective product marketing strategies. Proprietary, innovative technology enables us to collect these opinions quickly and accurately, and to organize them into actionable form. For more information, visit [www.greenfield.com](http://www.greenfield.com). Through our Ciao comparison shopping portals we gather unique and valuable user-generated content in the form of product and merchant reviews. Visitors to our Ciao portals use these reviews to help make purchasing decisions and we derive revenue from this Internet traffic via e-commerce, merchant referrals, click-throughs, and advertising sales. For more information or to become a member, visit <http://www.ciao-group.com>. Through our Greenfield Online and Ciao Surveys websites and affiliate networks, we collect, organize and sell consumer opinions in the form of survey responses to marketing research companies and companies worldwide. For more information, visit [www.greenfield-ciaosurveys.com](http://www.greenfield-ciaosurveys.com). To take a survey, go to [www.greenfieldonline.com](http://www.greenfieldonline.com).

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Cautionary Note Regarding Forward Looking Statements.

Certain statements contained in this press release constitute forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. These statements include, without limitation, statements regarding our future financial performance; in addition to other statements relating to our future operations, services and products. In some cases, you can identify forward-looking statements by terminology such as, "may," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "potential," "continue," or the negative of these terms or other comparable terminology. We have based these forward-looking statements largely on our current expectations and projections about our business operations, future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs but they involve a number of risks and uncertainties that could cause actual results to differ materially from those in the forward looking statements. Such risks and uncertainties are detailed in the "Risk Factors" section of our Annual Reports on Form 10-K and each subsequent Quarterly Report on Form 10-Q that we file with the Securities and Exchange Commission and which are available at <http://www.sec.gov> and under the Investor Relations section of our corporate website at [www.greenfield.com](http://www.greenfield.com). You are urged to consider these factors carefully in evaluating the forward-looking statements herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by this cautionary statement. The forward-looking statements made herein speak only as of the date of this [press release/ presentation] and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.